

EXHIBIT 63

From: Jinping McCormick
To: Brenda Vesey
CC: David Myers; Michael Perfetto
Sent: 9/15/2011 11:05:09 PM
Subject: Marketing Plan and Media Plan
Attachments: 2011 Collateral Material Development plan.xls; Actavis_Media_Plan_2011_110909a.xls; Launch Report 9-14-2011.xls

Brenda,

I'm attaching our product promotional plan as well as media plan as we discussed earlier today.

Media Plan – details our advertising schedules and is updated every month to record actuals as well as adjustment for future insertions. Attached is a Sept update, orange color is actual for past date and planned for future date. As you can see from the schedule that we maintain Actavis presence in every month in both **print and digital** among these key trade journals which mostly target pharmacists and pharmacy buyers as audiences. We occasionally target prescribing physicians as needed, e.g. oxymorphone to promote our products. Practical Pain Management falls into this category. Every year, we aim to develop new corporate ad to fresh the image. This year, we planned for two new ones, one is being used in ad (Green Planet, Zero Carbon, we call TREE ad).

We also did more product specific promotions this year as we discussed earlier. Fentanyl, Zolpidem and Oxymorphone are published. We did extensive promotion and media campaign for oxymorphone. We have Methylphenidate ad completed and approved, ready to go as soon as the product is approved. We are working on Amphetamine ER combo ad, near completion. We completed Banzai ad too. Product ads hinge upon how many products are approved of course.

Collateral Material Development Plan – this plan is developed for product promotions and timing. It details which products require an advertisement in trade journals, which need a sell sheet that is used by sales team but not published, and which products require neither. Launch date is from early in the year and you can see from the Launch Report that many of these products' launch schedule has been delayed.

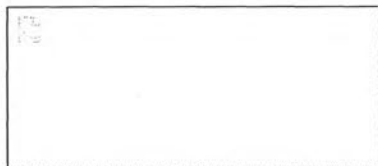
This year, we updated the product section of the Actavis.us websites and site visits have increased since the launch of new contents.

Hope this provides some details on our effort to promote both Actavis name and products. If you would like any details, either David and I would be more than happy to assist.

Jinping

Jinping McCormick

Director of Marketing



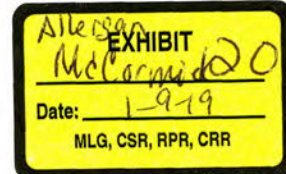
Actavis

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ACTAVIS0346651

Product	Ad	Sellsheet	January	February	March	April	May	June	July	August	September	October	November	December
Pantaprazole		±	Launch											
Amphetamine Combo ER	1			Launch (tent/late)										
Buprenorphine		1										Launch		
Buprenorphine/Naloxone	1		in process now	Launch										
Morphine ER (Kadian)		1	already completed - check for update			Launch								
Morphine ER (Avinza)	1 (wait)					Launch (delayed)								
Valacyclovir		1				Launch								
Zolipidem ER 12.5mg/6.25mg	1	update existing						Launch 6/3/11						
Donepezil	need samples	1					Launch							
Diltiazem ER Caps (Tiazac)	1 (maybe)						Launch							
Ropinorole	when launching	1						Launch						
Oxymorphone ER	1	1							Launch 7/3/11					
Methylphenidate ER	1								Launch					
Doxycycline DR		±							Launch					
Levetiracetam ER Tabs		1								Launch				
Corporate Ad #1 (Green factory)														

Actavis 2011 Media Plan - 1/2/2019

VEHICLE							CONFIDENTIAL																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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Publications	CPI	Planned Insertions as of 9/9/11	Subtotal	CPI	Actual Insertions Placed	Subtotal	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
American Health & Drug Benefits Circulation 30,510 Published 6x	\$6,434	1	\$6,434	\$6,434	1	\$6,434	Jan/Feb issue		\$6,434	Payers Perspectives	ROB A size 4C			April 20 issue	Mortar A	\$6,434	ROB A size 4C				July/August issue					September/Oct issue	Mortar AD	\$6,434					Nov/Dec issue																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
Chain Drug Review Circulation 45,000 FENTANYL AD Published bi-weekly	\$5,750 \$23,750	6 1	\$34,500 \$23,750	\$5,750 \$23,750	4 1	\$23,000 \$23,750	Jan 21 issue	Mortar A	\$5,750	Dr. Burack Drug Report	ROB A size 4C			Feb 28 issue	Mortar A	\$5,750	CHPA Profile	ROB A size 4C			Mar 14th issue	Penicillin A3	\$5,750	CHPA Profile	ROB A size 4C		May 24th issue	Mortar A	\$5,750	SPECIAL FEATURE REPORT: CVS	ROB KING size 4C			June 5th issue	Annual Drug Wholesale Report	ROB KING size 4C			June 27th issue	NACOS Marketplace Report	ROB KING size 4C			Aug 8th issue	Health Care Report: First Ad, New Products Report	ROB KING size 4C			Aug 29th issue	Annual Report of Retail Pharm Rx - Bonus @ NACOS roundrobin	ROB KING size 4C			Sep 12th issue	ECR Report: Diabetes Hyperosmosis	ROB KING size 4C			Sep 26th issue	ECR Report: Pain Arthritis	ROB KING size 4C			Oct 10th issue	Top 100 Chem Drug Roundtable	ROB KING size 4C			Oct 25th issue	Top 100 Chem Drug Roundtable	ROB KING size 4C			Nov 7th issue	Annual Private Label Report	ROB KING size 4C			Nov 21st issue	Cat Management Roundtable	ROB KING size 4C			Dec 5th issue	Full-issue Study - RX	ROB KING size 4C																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Chain Drugstore Daily - NACOS Published 3x - distributed at NACOS	\$4,995	3	\$4,995	\$4,995	3	\$4,995	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
Drugstore Management Circulation 41,000 Published yearly	\$7,658	1	\$7,658	\$7,658	1	\$7,658	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
Drug Store News Circulation 38,583 Published 15 times/year ZOLPIDEM 6.25 & 12.5 AD (Note: Fentanyl - \$30.078 for all 7 pages)	\$6,800 \$17,706	5 0	\$34,000 \$0	\$6,800 \$17,706	4 0	\$27,200 \$0	Jan issue	\$6,800	\$6,800	Top Players in Retail Pharmacy	ROB A size 4C			Feb 28 issue	Mortar A	\$6,800	Beyond Dispensing: Mail Order, PBMs - Specialty	ROB A size 4C			Mar 14th issue	\$6,800	\$6,800	Supplier Showcase	ROB A size 4C			May 24th issue	Niche Brands Making a Difference	ROB A size 4C			June 5th issue	NACOS Marketplace Issue	ROB A size 4C			June 27th issue	ROB A size 4C			Aug 8th issue	ROB A size 4C			Aug 29th issue	ROB A size 4C			Sep 12th issue	ROB A size 4C			Sep 26th issue	ROB A size 4C			Oct 10th issue	ROB A size 4C			Oct 25th issue	ROB A size 4C			Nov 7th issue	ROB A size 4C			Nov 21st issue	ROB A size 4C			Dec 5th issue	ROB A size 4C			Dec 12th issue	ROB A size 4C																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
Drug Topics Circulation 155,000 Published Monthly #2 or #3 METHYLPHENIDATE AD	\$8,884	5	\$44,420	\$8,884	4	\$35,536	Jan issue	\$8,884	\$8,884	Drug Pipeline	ROB A size 4C			Feb issue	\$8,884	\$8,884	Brand Drug erosion due to patent expire TBD	ROB A size 4C			Mar issue	\$8,884	\$8,884	Brand Drug erosion due to patent expire TBD	ROB A size 4C			Apr issue	\$8,884	\$8,884	Medication Safety (REMS)	ROB A size 4C			May issue	\$8,884	\$8,884	Medication Safety (REMS)	ROB A size 4C			June issue	\$8,884	\$8,884	Medication Safety (REMS)	ROB A size 4C			July issue	\$8,884	\$8,884	Medication Safety (REMS)	ROB A size 4C			Aug issue	\$8,884	\$8,884	Medication Safety (REMS)	ROB A size 4C			Sep issue	\$8,884	\$8,884	Medication Safety (REMS)	ROB A size 4C			Oct issue	\$8,884	\$8,884	Medication Safety (REMS)	ROB A size 4C			Nov issue	\$8,884	\$8,884	Medication Safety (REMS)	ROB A size 4C			Dec issue	\$8,884	\$8,884	Medication Safety (REMS)	ROB A size 4C																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
DMDC Membership Directory Circulation TBD Published Yearly	\$3,380	1	\$3,380	\$3,380	0	\$0	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
EMR Circulation 52,527 Published Quarterly	\$10,523	4	\$42,092	\$10,523	3	\$31,569	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
Non-Foods Management Circulation 29,000 Published yearly	\$7,658	1	\$7,658	\$7,658	1	\$7,658	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
Pharmacy Purchasing & Products Circulation 140,000 Published Monthly	\$7,795	1	\$7,795	\$7,795	1	\$7,795	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
Pharmacy Times Circulation 162,500 Published Monthly #2 or #3 OXYMORPHONE AD	\$9,400 \$11,234 \$29,258	3 1 1	\$28,200 \$11,234 \$29,258	\$9,400 \$11,234 \$29,258	2 1 1	\$18,800 \$11,234 \$29,258	Jan issue	\$9,400	\$9,400	The Aging Population	ROB A size 4C			Feb issue	\$9,400	\$9,400	Infectious Diseases	ROB A size 4C			Mar issue	\$9,400	\$9,400	Infectious Diseases	ROB A size 4C			Apr issue	\$9,400	\$9,400	Infectious Diseases	ROB A size 4C			May issue	\$9,400	\$9,400	Infectious Diseases	ROB A size 4C			June issue	\$9,400	\$9,400	Infectious Diseases	ROB A size 4C			July issue	\$9,400	\$9,400	Infectious Diseases	ROB A size 4C			Aug issue	\$9,400	\$9,400	Infectious Diseases	ROB A size 4C			Sep issue	\$9,400	\$9,400	Infectious Diseases	ROB A size 4C			Oct issue	\$9,400	\$9,400	Infectious Diseases	ROB A size 4C			Nov issue	\$9,400	\$9,400	Infectious Diseases	ROB A size 4C			Dec issue	\$9,400	\$9,400	Infectious Diseases	ROB A size 4C																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Pharmacy Today Circulation 140,000 Published Monthly #4	\$9,285	0	\$0	\$9,285	0	\$0	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
Practical Pain Management Circulation 45,000 Published Monthly OXYMORPHONE AD	\$12,682 \$18,164	1 1	\$12,682 \$18,164	\$12,682 \$18,164	1 1	\$12,682 \$18,164	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date	Issue date	Ad placed	Cost	Theme	Space Type	IO Due Date	Material Due Date																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
US Pharmacist Circulation 127,819 Published monthly #1 ZOLPIDEM 6.25 AD and ZOLPIDEM 6.25 & 12.5 AD 2 Bonus insertions offered: April and June in polybagged supplements	\$10,500 \$28,141 \$13,500	5 1 1	\$52,500 \$28,141 \$13,500	\$10,500 \$28,141 \$13,500	2 1 1	\$21,020 \$28,141 \$13,500	Jan issue	\$10,500	\$10,500	US Pharmacist	ROB A size 4C			Feb issue	\$10,500	\$10,500	US Pharmacist	ROB A size 4C			Mar issue	\$10,500	\$10,500	US Pharmacist	ROB A size 4C			Apr issue	\$10,500	\$10,500	US Pharmacist	ROB A size 4C			May issue	\$10,500	\$10,500	US Pharmacist	ROB A size 4C			June issue	\$10,500	\$10,500	US Pharmacist	ROB A size 4C			July issue	\$10,500	\$10,500	US Pharmacist	ROB A size 4C			Aug issue	\$10,500	\$10,500	US Pharmacist	ROB A size 4C			Sep issue	\$10,500	\$10,500	US Pharmacist	ROB A size 4C			Oct issue	\$10,500	\$10,500	US Pharmacist	ROB A size 4C			Nov issue	\$10,500	\$10,500	US Pharmacist	ROB A size 4C			Dec issue	\$10,500	\$10,500	US Pharmacist	ROB A size 4C																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Subtotal percent of total			\$410,360 94%			\$328,394 7%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									

CONFIDENTIAL

Actavis 2011 Media Plan - 1/2/2019

Jrl	Web	Rate Card	Rep	Rep Email	Rep #	Target Audience	Circulation	12X Rate b/w page	12X Rate 4/C page	Total 1pg 4/C + 3pg b/w
Practical Pain Managemnt	http://www.practicalpainmanagement.com/	http://www.practicalpainmanagement.com/sites/default/files/PPM_MediaKit_2011b.pdf	Sean.Cuningham	Sean.Cuningham@VerticalHealth.com	919-467-3653	clinicians, pharmacists	46580	\$3,225	\$5,245	\$14,920
Pain Medicine	http://www.blackwellpublishing.com/journal.asp?ref=1526-2375	email sent	Karl Franz	KFranz@Willey.com	781-388-8470	TBD	5,734			\$5,555
Pain Medicine News - A page	http://www.painmedicinenews.com/	http://www.painmedicinenews.com/PDF/mediaplanner.pdf	Angela Labrozzi	alabrozzi@mcmahonmed.com	212-957-5300, ext. 204	clinicians	48,134			\$19,465
The Journal of Pain	http://www.elsevier.com/locate/journaldescription	http://media.kits.elsevier.com/ratecards/JPAI_display.pdf	Michael Targowski	m.targowski@elsevier.com	212-633-3693	researchers, scientists, clinicians	2600	\$1,245	\$2,750	\$6,485
The Journal of Pain Symptom and Pain Management		http://media.kits.elsevier.com/ratecards/JPSM_display.pdf	Michael Targowski	m.targowski@elsevier.com	212-633-3693	Anesthesiologists, neurologists, oncologists, pharmacologists, nurses, social workers, and others in clinical or academic disciplines concerned with pain and palliative care	4700	\$1,935	\$3,695	\$9,500
Anesthesiology News	www.anesthesiologynews.com	http://www.anesthesiologynews.com/PDF/mediaplanner.pdf	Angela Labrozzi	alabrozzi@mcmahonmed.com	212-957-5300, ext. 204	all Anesthesiologists (pain - 1,204, pediatric, critical care and cardiovascular)	44,832			\$17,965

CONFIDENTIAL

pain jrls
3 of 3

ACTAVIS0346653



Total Launched	7
Total Launches Remaining for :	11
TOTAL Projected Launches for	18

2011 BUDGET KPI = ?? LAUNCHES

2011 Budget Launches

Label	Product	Dosage	Brand (Company)	Strengths	MAT June 2010 IMS Sales US (\$MM)	2011 Budget Approval	Target Approval (Best Case)	2011 Budget Sales (\$000)	Mfg Country, Site	Competitors	Comments	Market Share Target (2011 budget)
Actavis Inc.	Pantaprazole	DR Tablet	Protonix (Pfizer)	20, 40mg	\$1,771	Jan-11	02/07/11	\$6,473	India, Shasun	on market: Teva, Sun; new approvals: Dr. Reddy's, Kudco, Matrix, Torrent, Wockhardt	PE expires 1/19/2011	10%
Actavis Totowa	Valacyclovir	Tablet	Valtrex (GSK)	500mg, 1000mg	\$2,018	Jul-11	04/25/11	\$4,000	India, Alathur	On market: Ranbaxy, Watson, Mylan, Roxane, Sandoz, Teva, Aurobindo, Greenstone, Northstar	Filed Jun-08. API constraints help keep price at profitable level	7%-10%
Actavis Inc.	Donepezil	Tablet	Aricept (Eisai)	5, 10mg	\$2,374	May-11	5/31/2011	\$1,052	India, Alathur	13 TA. Expect highly competitive market.	Teva lost exclusivity, but Ranbaxy can launch with exclusivity.	7%
Actavis SouthAtlantic	Zolpidem	ER Tabs	Ambien CR (Sanofi)	12.5 mg	\$812	May-11	06/06/11	\$11,255	US, ELZ	Not FTM, Anchen launched 12/6/2010		25%
Actavis Elizabeth	Oxymorphone	ER Tabs	Opana ER (Endo)	7.5mg, 15mg	\$15	July-11	07/15/11	\$3,289	US, ELZ	approval received on 7.5mg and 15mg; TA on other strengths. Brand is	PIV, filed Jun-07, May-08	60%
Sagent	Gemcitabine	Inj	Gemzar	200mg; 1g	\$814	2011	07/25/11	\$5.3M	Romania	Teva-APP; Hospira; Watson; Pliva; Sun; Sandoz	Teva-APP launched Jan. 26, last possible date to maintain 180-day exclusivity; Act-Sagent launch date revised to July 25, 2011.	15%
Actavis Elizabeth	Levetiracetam	ER Tabs	Keppra XR (UCB)	500, 750mg	\$120	Sep-11	9/12/2011	\$622	US, ELZ	8TA - Watson, Lupin, Torrent	Launched 9/12/2011 on market formation	20%
Sagent	Paclitaxel	Inj	Taxol (BMS)	6mg/ml	\$52	2011	Sept-11	\$2.4M	Romania	Teva, Hospira, APP, Bedford, Parenta already in market. 1-2 additional competitors expected over next 1-2 years.	Approved 12/10/09. API 6 month lead time. Capacity issues at Sindan; reviewing 2011 launch dates. Revised launch date August 2011.	10-15% depending on strength
Actavis Elizabeth	ISMN	ER	Imdur	30, 60mg	\$77	NA	Oct-11	NA	US, ELZ	KU, WestWard, Alvergo, Qualitest	relaunch	15%
Actavis, Inc	Trimipramine	Caps	Surmontil	25, 50, 100mg	\$3	NA	Oct-11	NA	US, Epic	No generic. Teva owns the brand. Potential AG	relaunch	100%
Actavis SouthAtlantic	Methylphenidate	ER Caps	Ritalin LA (Novartis)	10, 20, 30, 40mg	\$91	Jul-11	Oct-11	\$9,524	US, Catalent	expect 3 including Sandoz as AG post exclusivity	First to file on 20, 30, 40mg; delayed due to two Citizen Petitions. Settled with Brand	60%
Actavis Elizabeth	Amphetamine Combo ER	ER Caps	Adderall XR (Shire)	5, 10, 15, 20, 25, 30 mg	\$791	Feb 11	Dec-11	\$26,419	US, ELZ	Teva/Barr launched 4/1/09. Both are AG.	Product at UPS went short-dated. CP pending -	15%

Total Launched	7
Total Launches Remaining for :	11
TOTAL Projected Launches for	18

2011 BUDGET KPI = ?? LAUNCHES

2011 Budget Launches

Label	Product	Dosage	Brand (Company)	Strengths	MAT June 2010 IMS Sales US (\$MM)	2011 Budget Approval	Target Approval [Best Case]	2011 Budget Sales (\$000)	Mfg Country, Site	Competitors	Comments	Market Share Target (2011 budget)
Actavis SouthAtlantic	Nifedipine	ER Tabs	Adalat CC (Bayer)	90mg	\$25	Jul-10	Dec-11	\$2,144	US, ELZ	Teva; Mylan got approval on all 3 strength	Filed Dec-08; line ext to existing 30mg & 60mg.	30%
Actavis Elizabeth	Buprenorphine	Sublingual Tabs	Subutex	2, 8 mg	\$86	Feb-11	TBD	\$6,879	US, ELZ	Market formation 10/8/09. On market - Roxane, Teva; Hi-Tech	Filed September of 2008. Awaiting RiskMap/REMS approval	25%
Actavis Elizabeth	Morphine ER	Caps	Kadian (Actavis)	10, 20, 30, 50, 60, 80, 100, 200mg	\$266	Apr-11	ready	\$29,400	US, ELZ	Patents expire Apr-10; own AG	Product ready at UPS	60%
Actavis Elizabeth	Diltiazem	ER Caps	Tiazac (Biovail)	120, 180, 240, 300, 360, 420mg	\$96	May-11	Feb-12	\$2,915	US, ELZ	Approval: Watson, KV, Apotex, Inwood (AG). KV, Apotex is out of market	Filed Dec-08;	20%
Actavis Totowa	Oxycodone	Tablet	Roxicodone	5mg	\$51	Jan-11	2012	\$1,737	US, ELZ	Mallinkrodt, Qualitest, KVK, Caraco, Corepharm	Current product short-dated; Needs fresh product from ELZ post CBE 30 filing	15%
Actavis Totowa	Oxycodone APAP	Tablets	Percocet (Endo)	7.5/325, 10/325, 7.5/500, 40/650 mg	\$451	Oct-10	2012	\$6,817	US, ELZ	Mallinkrodt, Watson, Endo Roxane, Qualitest.	Filed Oct-06. Not launching 5mg/325mg; Not getting approval on 7.5/500 & 10/625mg per FDA	10%
Actavis Elizabeth	Ropinorole	ER Tabs	Requip XL	2,4,6,8,12mg	\$54	Jun-11	2012	\$6,200	US, ELZ	FTF; Impax is known filer		50%
Actavis Elizabeth	Morphine ER	Caps	Avinza (King)	30, 60, 90, 120mg	\$144	Apr-11	2013	\$18,044	US, ELZ			50%
Actavis Elizabeth	Atomoxetine	Caps	Strattera (Lilly)	10, 18, 25, 40, 60, 80, 100mg	\$514	Nov-10	2017	\$858	US, ELZ	Approval - Actavis, Aurobindo, Zydus, Sandoz, Sun, Mylan,	Court date Dec 9, 2010	15%
Actavis SouthAtlantic	Doxycycline Hyclate DR	DR Tabs	Doryx (Warner Chilcott)	75, 100mg	\$36	Jul-11	Cancelled	\$2,506	US, ELZ	Impax and Mylan approved 12/28/2010. Four known filers: Mylan, Impax, Actavis, Mutual.		50%
Actavis Inc.	Letrozole	Tablet	Femara (Novartis)	2.5mg	\$644	Dec-11	Cancelled	\$209	Romania	Tentative approval: Roxane, Teva, Zyus, Accord (Intas), Fresenius	Patent expires 6/30/2011; Cancelled due to capacity constraints at Sindan	10%